

## Message Text

UNCLASSIFIED

PAGE 01 STATE 184411

62

ORIGIN COME-00

INFO OCT-01 ARA-10 EUR-12 EA-10 NEA-10 ISO-00 CIAE-00

EB-07 INR-07 LAB-04 NSAE-00 PA-02 SIL-01 USIA-15

PRS-01 /080 R

DRAFTED BY COM:BIC:OIM:JJACOBSON

APPROVED BY EB/OCA/CM/LAKLIEFORTH

COM:BIC:OIM:RGARNITZ

COM:BIC:OIM:JMOOREHOUSE

COM:BIC:OIM:HWHEIKENEN

COM:BIC:OIM:RFOGLESONG

EB/OCA/CD/PO'CONNOR

----- 086825

R 051638Z AUG 75

FM SECSTATE WASHDC

TO AMEMBASSY BEIRUT

AMCONSUL FRANKFURT

AMEMBASSY LONDON

AMEMBASSY MEXICO

AMCONSUL MILAN

AMEMBASSY MOSCOW

AMEMBASSY PARIS

AMEMBASSY SEOUL

AMEMBASSY SINGAPORE

AMEMBASSY STOCKHOLM

AMCONSUL SYDNEY

AMEMBASSY TAIPEI

AMEMBASSY TEHRAN

AMEMBASSY TOKYO

AMEMBASSY VIENNA

AMEMBASSY WARSAW

UNCLAS STATE 184411

E.O. 11652:

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 184411

TAGS:BEXP, XG,XF,MX,XE,SN

SUBJECT:TRADE CENTER PARTICIPATION IN U.S. BICENTENNIAL

FOR TRADE CENTER DIRECTORS

1. U.S. TRADE CENTERS WILL TAKE PART IN THE U.S. BICENTENNIAL YEAR OBSERVANCE WHICH BEGINS JANUARY 1,1976 AND RUNS THROUGH DECEMBER 31,1976. THE PURPOSE OF TRADE CENTER PARTICIPATION IS TO CALL ATTENTION TO THE NATIONAL EVENT, AND TO USE THE BICENTENNIAL AS A PROMOTIONAL THEME FOR THE YEAR TO ADD AN EXTRA DIMENSION TO TRADE CENTER PROMOTIONAL EFFORTS PARTICULARLY HIGHLIGHTING THE SHOW FEATURED AS A BICENTENNIAL EVENT.

2. USIA AND COMMERCE ARE PRESENTLY REVIEWING THE FULL RANGE OF AVAILABLE BICENTENNIAL MATERIALS SO THAT SUGGESTIONS FOR THEIR USE BE MADE TO CENTERS. MEANWHILE, THE FOLLOWING OUTLINE WILL INDICATE PRESENT THINKING AND REQUEST IDENTIFICATION OF THEMES AND EVENTS TO BE FEATURED BY CENTERS SO THAT ALL ELEMENTS MAY BE PROPERLY COORDINATED.

3. EACH CENTER WILL:

A. HAVE A FOYER OR WINDOW EXHIBIT, TO REMAIN THROUGHOUT YEAR. DESIGN WILL BE SUPPLIED FROM WASHINGTON FOR LOCAL CONSTRUCTION.

B. USE BICENTENNIAL SYMBOL ON ALL PROMOTIONAL LITERATURE AND STATIONARY.

C. DISPLAY BICENTENNIAL FLAG INSIDE AND OUTSIDE AND 13 - STAR AMERICAN INSIDE. FLAGS WILL BE SUPPLIED.

D. DISPLAY PANELS WILL BE DECORATED IN A DISTINCTIVE RED, WHITE AND BLUE SCHEME. DESIGN TO BE SUPPLIED BY WASHINGTON.

E. BICENTENNIAL POSTERS HAVE BEEN SHIPPED AND WILL BE DISPLAYED.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 184411

F. ADDITIONAL DISPLAY MATERIALS MAY BE AVAILABLE WITH USIA COOPERATION FOR THE SPECIAL TRADE CENTER EVENT DESCRIBED BELOW.

G. A SLOGAN FOR THE TRADE CENTER BICENTENNIAL ACTIVITY WILL BE ADOPTED AND A THEME DEVELOPED TYING IN THE NATIONAL BICENTENNIAL THEME.

4. EACH CENTER WILL STAGE A COMMEMORATIVE EVENT PREFERABLY AS PART OF A REGULAR TRADE CENTER PROMOTION.

A. WHERE FEASIBLE IT IS SUGGESTED THAT A TIE BETWEEN LOCAL AND U.S. HISTORY BE SELECTED AND DEVELOPED. THE THEMATIC TIE MAY BE SCIENTIFIC, TECHNOLOGICAL, OR INDUSTRIAL AS WELL AS HISTORICAL. WHEN THE TIE CAN BE RELATED TO A SCHEDULED PRODUCT PROMOTION, THAT SHOULD BE DONE. WHEN THE SELECTED LOCAL TIE CANNOT BE RELATED TO A PROMOTION, A PROMOTION WITH AN APPROPRIATE THEME SHOULD BE SELECTED AS THE BICENTENNIAL EVENT, E.G. ELECTRONICS - CENTURY III.

B. IN SOME INSTANCES, IT MAY BE DESIRABLE TO STAGE A SEPARATE CELEBRATION OF THE BICENTENNIAL APART FROM A REGULAR PROMOTION. COMMERCE WILL CONSIDER SUCH RECOMMENDATIONS.

5. ACTION:

A. CENTERS SHOULD IDENTIFY A LOCAL HISTORICAL SCIENTIFIC OR INDUSTRIAL TIE AND WHERE POSSIBLE IDENTIFY A SCHEDULED PROMOTION WITH WHICH IT WILL BE FEATURED. TRADE CENTER DIRECTORS SHOULD CONSULT WITH THE PAO IN THE PROCESS. IT IS STRONGLY RECOMMENDED THAT THE TRADE CENTER DIRECTOR REVIEW THE USIA BICENTENNIAL PROJECT REFERENCE GUIDE TO DETERMINE WHICH EXHIBITS MAY BEST BE SUITED FOR TRADE CENTER USE. VARIOUS CENTERS MAY WISH SOME OF THESE MATERIALS FOR THEIR FEATURED EVENTS FOR WHICH LOCAL COORDINATION WITH USIS WILL BE NECESSARY.

B. CENTERS SHOULD CONSULT LOCALLY WITH AMERICAN AIRLINES,  
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 184411

CHAMBERS OF COMMERCE, AND FIRMS TO DETERMINE WHETHER THEY WILL WISH TO PARTICIPATE IN THE BICENTENNIAL OBSERVANCE.

C. TRADE CENTER DIRECTORS IN FRANKFURT, LONDON, MEXICO CITY, PARIS AND TOKYO MAY WISH TO CONSULT WITH USTS DIRECTORS TO DETERMINE INTEREST IN JOINT PARTICIPATION.

D. RECOMMENDATIONS SHOULD BE FORWARDED TO WASHINGTON AS SOON AS POSSIBLE.

E. ADDITIONAL FUNDING NOT PRESENTLY AVAILABLE, HOWEVER, ADDITIONAL HOSPITALITY FUNDS FOR THE BICENTENNIAL EVENT WILL BE CONSIDERED. KISSINGER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 05 AUG 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975STATE184411  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** BIC:OIM:JJACOBSON  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750270-0765  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750880/aaaactgo.tel  
**Line Count:** 167  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ORIGIN COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 4  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** hartledg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 19 DEC 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <19 DEC 2002 by ReddocGW>; APPROVED <06 FEB 2004 by hartledg>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** RADE CENTER PARTICIPATION IN U.S. BICENTENNIAL FOR TRADE CENTER DIRECTORS  
**TAGS:** BEXP, XG, XF, MX, XE, SN  
**To:** BEIRUT MULTIPLE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006